ABSTRACT

A method and system for investing in customizable investment products utilizes a retail distributor platform with a retail customer interface coupled to an exchange platform and a product market maker platform also coupled to the exchange platform. An investor is allowed to access the exchange platform and enter a selection of at least one customizable investment product from a list of such products displayed for the investor. Upon receipt of the investor's selection, the investor is prompted to customize the product by entering a selection of terms for the product from a menu of terms displayed for the investor. A pricing engine of the exchange platform calculates the best price quote for the customized investment product on the basis of input from a plurality of competing product market makers and sends the price quote to the investor. Upon receipt of the investor's acceptance of the price quote, the exchange platform executes a trade for the investor based on the acceptance.